



Priyanka Padhi

Senior Experience Designer | HFI Certified Usability Analyst

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📍 Mumbai, India

Awards/Appreciations

PWC

- Digital Acumen
- Human-Centered Design
- Inclusive Mindset

COGNIZANT

- Gold Award
- Coral Award (2)
- Sapphire Award (3)

ZINGHR

- Badge - Star Performer (6)
- Badge - Thumbs up (6)
- Badge - Rising Star (5)
- Badge - Wow (3)
- Badge - Superstar (2)

Languages

- English (Proficient)
- Hindi (Proficient)
- Marathi (Proficient)
- Oriya (Mother Tongue)

Tools

- Adobe Creative Suite
- Figma
- Sketch
- Indesign
- Miro
- Marvel
- Pen & Paper

Profile

As a seasoned User Experience Designer, I bring a comprehensive set of skills that I believe will be valuable to the organization. In the Experience Designer role, I honed user and process-centric Design abilities, providing a firm foundation for a Senior Associate position at PwC. My problem-solving, people-centric nature and compassion have afforded me excellent collaboration skills.

As an engaging communicator with a proven track record in driving business value through innovation, customer strategy, and experience design, my focus on building strong professional relationships has been a beneficial asset throughout my career.

Over my six-year career, I've gained extensive knowledge in various domains, including life sciences, BFSI, education, the life sciences, the food sector, retail, and enterprise. At PwC, I have had the chance to work on several projects, namely ServiceOntario, Life Without Barriers, the Department of Transport and Main Roads (Australia), and ESG Insight Tool. Before joining PwC, I worked at Cognizant as a senior user experience designer and at ZingHR as a user experience designer. Fortunately, I have worked with clients such as GSK (GlaxoSmithKline) and PepsiCo in an agile environment. Other projects include brands like Sun Pharma, SBI General Insurance, Star Bazaar, Burger King, Dunkin Donuts, Tata Projects, HDFC Securities, Smart Dubai Government, and so on.

My skills are current and up-to-date based on the latest industry standards. My design philosophy centers on my belief that basics are beautiful. I aim to incorporate efficiency and user-assisted functionality in my designs.

I have successfully spearheaded UX deliverables for over 25+ digital projects, including Power BI platform products, data science products, enterprise websites, and customer-facing applications for web, mobile, and native applications.

I'm a free and reliable person. I embrace user feedback proactively. While not working, I enjoy reading about technological improvements and scientific breakthroughs. I also relish reading books, both fiction and non-fiction. Aside from that, I am constantly trying to learn new things, whether professionally or personally.

Please review my enclosed resume for a more in-depth illustration of my work history and accomplishments. My portfolio is available at priyankapadhi.com. I would appreciate the opportunity to interview at your earliest convenience. I am eager to discuss how my personality and background fit this role.

Thank you for your time and consideration of my candidacy.

Sincerely,

Priyanka Padhi



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Skills and Expertise

ROLE-SPECIFIC

- Primary Research
- Secondary Research
- Conceptualization
- Heuristic Evaluation
- Affinity and Journey Mapping
- Persona Creation
- Information Architecture
- Wireframing and Prototyping
- Experience Design and Strategy
- Value Proposition Design
- Data Visualization
- Product Design
- Usability Testing

SOCIAL

- Leadership
- Prioritization
- Empathy
- Adaptability
- Openness to Feedback

INDUSTRY DOMAIN

- BFSI
- Education
- FMCG
- Life Science
- IT and ITes

PROGRAMMING LANGUAGES

- HTML
- CSS
- Java
- SQL
- jQuery (beginner)

Professional Profile

Creative UX designer with 6+ years of experience developing innovative, approachable user experience frameworks for several products. Skilled at diverging from UX norms without alienating users and creating wholly new frameworks that feel familiar to ease user adoption. Ceaselessly focused on user-centric design decisions. Earned recognition for actively interacting with clients to accommodate customer needs and meet identified objectives.

Experience

PwC

Sep 2022 - Present

Senior Experience Specialist

- Designed experiences to track the execution of extensive CX experience incorporated by the client.
- Establish links between implementation goals and consumer issues by creating solutions that solve them.
- Drive UX vision, create UX workflows, run rapid prototypes, and conduct usability testing.
- Drafting, revising, and finalizing designs for web and mobile apps.
- Optimizing experiences by incorporating user insights, business requirements & constraints.

Cognizant

Jan 2020 - Sep 2022

Senior Experience Designer

- Directed 15+ projects, developed KPIs, set targets, and coordinated with brilliant digital specialists to solve intriguing problems.
- Collaborated with cross-functional teams to create elegant yet simple designs that meet the requirements and raise the user experience bar.
- Calculated a 15% reduction in bounce rate by streamlining UX processes.
- Designed solutions that preserved necessary information across 20+ requirements and cut scroll time by 50%.
- Coached teams of 5 to 10 junior designers that increased team productivity.

ZingHR

Mar 2018 - Jan 2020

User Experience Designer

- Revamped the ZingHR website, which consisted of 100+ screens, that recorded an increase in annual revenue of 34%.
- Delivered detailed design flows and specifications and ensured product excellence throughout product development and implementation.
- Crafted 50+ print materials and brand identity assets and spearheaded website experience improvements that increased social media engagement by 30%.
- Received accolades for producing backdrops and event collateral's for 30+ SHRM events held nationally and internationally, which resulted in a 20% boost in conversion rates.

Lite Technology

Jul 2016 - Feb 2017

Technical Marketing Engineer

- Compiled data on competitors' products and supported the sales and marketing teams.
- Maximized the company's horizons by focusing on the architectural business and increasing revenue by 1Cr.

Education

Bachelors in Electronics Engineering

Jun 2012 - Jun 2016